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FROM DREAM TO MAINSTREAM



PRESS RELEASE

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Grass!365 Ownership Allows Franchisees to Start the New Year with New Opportunities for Green

Could artificial grass be the new wave of the franchise future, offering plenty of time outdoors, job flexibility, creativity, and a high ticket price per project?

DALTON, GEORGIA (DECEMBER 2021) — According to the International Franchise Association, franchise development is on the rise with 26,000 franchised locations expected to be added and franchise employment projected to grow by more than 10% to nearly 8.3 million workers by the end of 2021¹. While other popular franchise models experienced hardship during shutdowns, many home improvement franchises flourished as the demand for home improvement skyrocketed since the start of the pandemic². Many franchisees are turning to the artificial grass business to get outside more, enjoy creativity in design, experience a wide variety of settings, and a larger paycheck per project. [Grass!365](#) franchise owners design and install artificial grass solutions in projects ranging from lawns to golf courses, putting greens, playgrounds, and sports fields, and have found this industry to be a wise investment.

“One of our franchise owners was running a coffee and espresso equipment repair franchise in a tri-state area before he started with us,” said Principal of Grass!365, Stan Pennington. “It was a 24/7 grind, high volume, low ticket business. He’d receive 1,000 service calls a month, making an average of \$50 per visit, and had three employees on the road at all times; it was impossible to scale. Furthermore, a lot of his vendors took 90 days to pay. When he started with us he realized he could do as little as one project per month for 12 months a year and still make a living. With commercial and larger residential projects, our franchise owners can take on as many projects as they want and the sky is the limit.”

Grass!365 franchise owners have one thing in common: they’re leaders. Their backgrounds vary widely, encompassing everything from naval flight officers to mortgage brokers to health club owners to high-end

¹ 2021 Economic Outlook for Franchising: FranData, The International Franchise Association’s Annual Economic Outlook Report: <https://www.frandata.com/2021-economic-outlook-for-franchising/>

² The Year in Franchising: Reflecting on 2021, And Anticipating 2022: <https://www.forbes.com/sites/stevenbeagelman/2021/11/30/the-year-in-franchising-2021-reflection-and-anticipating-2022/?sh=120ba3ee6767>



salon owners. They enjoy being outdoors and many of them are avid golfers, keenly understanding the importance of what makes an excellent course or putting green and putting that passion into their client's turf projects.

"All of our franchise owners have intriguing stories, and they are all successful," said Pennington. "There's a variety and sense of adventure that sets this franchise venture apart. Our guys get so much joy from taking a blank canvas and making it look beautiful in a few days. They're happy, they get paid, and they're onto the next, but they leave behind a happy family or customer and a space that will be enjoyed for years to come, entertaining kids and dogs, and simplifying lifestyles with maintenance-free landscaping that always adds useful square footage to a property that wasn't that way before."

Grass!365 serves its communities with a SealTuft™ backed, high-quality artificial grass that is a step above competitor's offerings. It is 100% percent recyclable, making it a green solution for today's sustainable landscaping focus. The ability to work from home while having multiple revenue streams in a fast growing industry make it a compelling opportunity.

"I always wanted to be my own boss. When I began looking for franchise opportunities, I was intrigued by the artificial grass business. When I got to know the owner, I learned how he grew the business to encompass franchises across the country. I enjoy being outside and beautifying spaces from private residences to hotels, parks, and playgrounds, and I enjoy giving back to make our community better. I can't wait for what's to come next year," said Jon Tasch, Owner and Principal of Grass!365 Jacksonville.

About Grass!365

Since it launched in 1998, Grass!365 has produced the most innovative, durable, and life-like artificial grass solutions and installed them in projects ranging from lawns to golf courses, putting greens, playgrounds, and sports fields. Made with SealTuft™ backing, Grass!365 artificial grass is 100% recyclable and boasts higher drainage capabilities than other products on the market. Its installation teams provide artificial grass solutions to a variety of residential and commercial customers including homeowners, hotels, colleges and universities, office buildings, retail facilities, and senior living centers, offering them consultation on the best solution for what their property needs, delivering that solution, and providing its ongoing care and maintenance. Grass!365 has numerous franchise locations across the United States.

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